PHILIP MORRIS USA INTEROFFICE CORRESPONDENCE
120 PARK AVENUE, NEW YORK, NEW YORK 10017

TO: Carl Baca **DATE:** 3/23/95

FROM: Eileen Schneidman

SUBJECT: 5/95 Racing Follow-up DM

The following brief will detail the creative needed for the 5/95 Racing Follow-up mailing. (This is the final version; I revised slightly from the draft you received on 3/13/95).

OBJECTIVE: Extend Racing imagery throughout year, beyond race day

STRATEGY: Provide additional value/offers for Marlboro Team Penske Membership Card.

AUDIENCE:
- 2.2 million Marlboro, Camel and Winston smokers, 21-44
- Live within 100 mile radius of Race
- Already received Local Race Mailing

OFFERS:
- Annual Marlboro/US Auto Club membership
  - Benefits comparable or better than AAA for half the price (see attached)
  - $24.99 consumer price
  - Consumer uses Marlboro Racing Card as US Auto Club card
- Free T-shirt
  - $5.00 plus 5 pack UPCs
  - Same back as Miami Racing T-shirt, fromt reads "Marlboro Team Penske"
- Special Marlboro price for 6 month or 12 month subscription
  - Magazines: SI, Racer, Indy Car Racing, On Track or Autoweek
  - SI: 6 mos subscription, 26 issues, $19.50 ($.75 ea) vs. regular price $38.74
  - Racer: 12 mos subscription, $19.97 vs. regular price $29.97
  - Indy Car Racing: 12 mos subscription, $14.95 vs. regular price $29.00
  - On Track: 12 mos subscription, $23.50 vs. regular price $33.97
  - Autoweek: 12 mos subscription, $19.95 vs. regular price $28.00
- Still exploring the following offers:
  - Mobil: coupon for free quart of Mobil oil
  - Goodyear Service Centers: 10% off low-end services

ELEMENTS OE (3rd Class)
Letter with attached Order Forms and/or Response mechanism (i.e.. 800 #)
Offer Sell Piece

POS # 83380

2041334758

Source: https://www.industrydocuments.ucsf.edu/docs/nhdy0004

PRIMARY COMMUNICATION Marlboro Team Penske

SECONDARY COMMUNICATION Marlboro Team Penske Membership Card additional offers (in this order)

- US Auto Club
- T-shirt
- Magazine subscription(s)
- Mobil/Goodyear offers (TBD)

CREATIVE CONSIDERATIONS The purpose of this mailing is to continue to promote Marlboro Racing well beyond race day. Please include creative that supports this, as well as a reminder to support the Team for the remainder of the season (or into the next season for the later mailings).

We will not be delivering another Membership Card to consumers in this mailing. Although we've told them in the Local package to hold onto their cards, please clearly advise consumers how they can get a replacement card.

We will need to devote plenty of creative space to the offers simply because they are more involved then those in the Local package. Please consider a free standing offer sell piece (not connected to the letter) that reinforces Racing and is unique. Typically, consumers go straight for the "brochures" in mailings, so make this piece involving (unusual diecuts?).

US Auto Club annual membership is the primary offer in this mailing. Please stress that consumers are getting all the benefits of comparable auto clubs at 1/2 the price (FYI: US Auto Club is the 3rd largest auto club in the country, but don't mention in copy). Please don't overwhelm consumers with benefits but do touch on the most popular/utilized: Emergency Roadside Assistance, Hotel and Car Rental Discounts and Mapping Service.

Consumer can order one or more of the magazines. Stress that magazines are being offered at a "Marlboro special price". Please keep magazine sell copy to a minimum. Your media department can supply you with each magazine's positioning lines.

Response devices/Payment options:

	Response Device	Payment Options
Marlboro Auto Club	800 # order form	Visa/MC Visa/MC, check, or money order
T-shirt	order form	UPCs, check or money order
Subscription	order form	check or money order
Mobil	coupon (TBD)	N/A
Goodyear	coupon (TBD)	N/A

2041334759

Source: https://www.industrydocuments.ucsf.edu/docs/nhdy0004

TIMING Deliver Follow-up mailing ~~5/15/95~~ w/o 6/5 to the following 4 race markets:

- Miami
- Phoenix
- Long Beach
- Nazareth

Remaining 9 markets receive Follow-up mailing one week after race:

- Milwaukee	6/12/95
- Detroit	6/19/95
- Portland	7/3/95
- Elkhart Lake	7/17/95
- Cleveland	7/31/95
- Brooklyn	8/7/95
- Lexington	8/21/95
- Loudon	8/28/95
- Monterey	9/18/95

BUDGET $1.00 per mailing

NEXT STEPS Comps, costs and timing to PM 3/31

CC: D. Comenduley
K. McMahon
S. Nickert
E. Ostern
S. Piskor

LBCo.
L. Boggs

2041334760

Source: https://www.industrydocuments.ucsf.edu/docs/nhdy0004